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# An update of the *Vox Populi* approach to academic journal rankings: 2011 in review

## Abstract

The ranking of academic journals continues to be a contentious issue in the tertiary education environment. Academics dependency on journal ranking for tenure and promotion, based on perceived quality and prestige of journals, ensures debate over what constitutes a ‘good’ journal publication. This study utilises the *vox populi* MAG score established in previous research in order to continue the assessment of journal ranking and impact in the field of marketing. The current findings are consistent with the previous 2009 study; the top six journals remain the same, there is little variation within the top 30 journal rankings, although regional differences are apparent. The ranking results from a broad range of academics continue to provide a comprehensive measure of journal impact from the perspective of academics.

**Keywords:** Journal ranking, impact factor, *vox populi*, marketing, ranking criteria

## Introduction

Journal rankings and academic quality continues to attract attention from social science academics, education management and policy makers ([Lee, 2011](#_ENREF_7)). Publishing in “A” journals have become synonymous for academic quality, reflecting the research value of academics, and representing institutional excellence. Fortunately (or unfortunately), a number of “quality” journal lists exist (e.g., Scopus, SSCI, UTD, RAE/REF, ABDC) which have been used to influence academic hiring, tenure, promotion decisions, and individual evaluation ([Saunders and Wong, 2011](#_ENREF_9)).

This study is the second in a planned series of triennial longitudinal studies examining the ranking of journals by academics around the world, including the personal and career impact on academics of publishing in ranked journals. The current paper only presents the journal ranking data for discussion. As in the previous study ([Fam et al., 2011](#_ENREF_2)), the research attempts to understand the effect of journal ranking from the ‘contributor’ perspective, using the *vox populi* approach; that any judgment based on the intelligence of the masses will be free of passion and uninfluenced by rhetoric ([Galton, 1907](#_ENREF_4)). More recently, research on the “wisdom of crowds” has found public opinion to be an effective predictive tool because of the capacity to synthesise large amounts of information and improve their judgement ([Hastie and Kameda, 2005](#_ENREF_5); [Mannes, 2009](#_ENREF_8); [Soll and Larrick, 2009](#_ENREF_11); [Surowiecki, 2004](#_ENREF_14)). This approach attempts to address the direction suggested by Steward and Lewis (2010) that “…efforts aimed at creating new perspectives on appraising the quality of journals in Marketing should be encouraged”.

Educational institutions continue to use publishing metrics to measure their influence, progress and research merit. There are a number of ostensibly objective methods used to rank or rate academic journals; however, there is no one ‘correct’ ranking methodology which supersedes all others. It is to the benefit of the Marketing discipline that alternative perspectives are considered and validated ([Steward and Lewis, 2010](#_ENREF_13)).

The study contributes to the ongoing discourse on business research quality assessment and journal ranking by examining marketing academic publication ranking across a representative academic spectrum (e.g., from lecturers to professors), not solely based on leading business schools or the academic elite ([Theoharakis and Hirst, 2002](#_ENREF_15); [Van Fleet et al., 2000](#_ENREF_17)). In addition the study considers the relative impact of a number of journal ranking criteria, the journals in which academics actually publish, and differences between regions. The *vox populi* approach, considering views from a wide range of academics from around the world provides a more balanced view of journal quality. Finally, the study compares the results against two other generally accepted impact factor based journal ranking lists.

## Methodology

Academics were asked to freely recall and nominate up to ten journals. This unaided “top-of-the-mind” method is used extensively in measuring advertisement effectiveness and brand recall as it accesses schema and long term memory without cues ([Bagozzi and Silk, 1983](#_ENREF_1); [Finn, 1992](#_ENREF_3); [Krugman, 1986](#_ENREF_6); [Shapiro and Krishnan, 2001](#_ENREF_10); [Stapel, 1998](#_ENREF_12); [Till and Baack, 2005](#_ENREF_16)). In the current case, this method was used to assess academics awareness of ‘A” grade journals.

### Sampling

To implement the *vox populi* sampling approach, this study developed a sampling frame of academics by scanning marketing, tourism, and international business departmental web sites of universities across the five continents. In total, 8,355 potential respondents were identified from Shanghai Jiao Tong University Ranking 2010 List, Times Supplement University Ranking 2010 List (excluding academics not listed on the Shanghai Jiao Tong List), ANZMAC Conference Directory of Academics, and a further 300 universities located in South Africa, Asia/South Pacific, Australia, New Zealand, USA, Middle East, South America and Europe that were not present on any of the above lists. Respondents included academics from all levels (lecturers, senior lecturers, assistant professors, associate professors, professors, and chair professors). Two weeks following the initial email invitation, a follow-up email was sent.

### Survey instrument

The survey instrument consisted of three sections. The first section asked respondents to recall up to ten A-grade journals, and to indicate which of these journals respondents had published in since 2006. In addition the respondents were asked to list any other journals they had published in. The second section addressed career, life-balance, family and health considerations with respect to publishing, while the third section collected demographic information.

## Results

Of the 8,355 potential respondents contacted by email, 825 returned out-of office auto-generated messages, 982 had “undeliverable” e-mails (e.g., invalid e-mail addresses), 87 others declined to participate and 4,641 provided no response to either email. In total 1,820 usable responses were collected giving an overall response rate of 21.8%. Following data cleaning and verification, the final sample size was 1,005 cases (12.0%). This number of respondents was a significant (186%) increase from the previous study ([Fam et al., 2011](#_ENREF_2)). The respondents were full-time academics from marketing, tourism or international business.

The file was examined visually for appropriate journal names, standard journal names (from the journal site) were adopted and the data reviewed and journal names changed to reflect the standard names. Formulas were created to sort journals and the different ranking methods were calculated.

The cleaned and verified data was then input into SPSS, where CFA and EFA were completed for each of the constructs.

### Survey data analysis

Table 1 indicates that the single highest numbers of respondents were mid-career, aged 35 to 44 (22%), while 10% (101) were in their early career. The majority of the respondents 34.4% (aged 45 to 64) were well established in their academic career. There were 471 males (46.9%) and 210 females (20.9%), 324 respondents did not report their gender.

Table 1: Age demographics

|  |  |  |
| --- | --- | --- |
| **Age** | **Frequency** | **Percent** |
| 25 to 34 | 101 | 10.0 |
| 35 to 44 | 221 | 22.0 |
| 45 to 54 | 173 | 17.2 |
| 55 to 64 | 173 | 17.2 |
| 65 to 70 | 35 | 3.5 |
| 71 or over | 16 | 1.6 |
| Missing | 286 | 28.5 |
|  | 1005 | 100 |

The majority of respondents are from the United States of America (31.7%), followed by the United Kingdom (9.4%) Australia (7.9%), Canada (4.3%) and New Zealand (3.7%), see Table 2. This compares favourably with the previous survey, although 285 (28.3%) respondents did not provide their country of residence, with 222 (41.3%) respondents from the United States and Canada, 142 (26.3%) from UK and Europe, 114 (21.2%) from Australia and New Zealand, and 60 (11.2%) from Asia and Africa.

Table 2: Respondents by country

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Country** | **Frequency** | **Percent** | **Country** | **Frequency** | **Percent** |
| United States of America | 319 | 31.7 | Greece | 2 | 0.2 |
| United Kingdom | 94 | 9.4 | Israel | 2 | 0.2 |
| Australia | 79 | 7.9 | Japan | 2 | 0.2 |
| Canada | 43 | 4.3 | Portugal | 2 | 0.2 |
| New Zealand | 37 | 3.7 | Saudi Arabia | 2 | 0.2 |
| Hong Kong | 15 | 1.5 | Singapore | 2 | 0.2 |
| France | 14 | 1.4 | Turkey | 2 | 0.2 |
| Netherlands | 14 | 1.4 | Viet Nam | 2 | 0.2 |
| Sweden | 10 | 1.0 | Bangladesh | 1 | 0.1 |
| Austria | 9 | 0.9 | Belgium | 1 | 0.1 |
| China | 9 | 0.9 | Brazil | 1 | 0.1 |
| Malaysia | 9 | 0.9 | Egypt | 1 | 0.1 |
| Norway | 9 | 0.9 | Hungary | 1 | 0.1 |
| South Africa | 7 | 0.7 | Indonesia | 1 | 0.1 |
| Denmark | 5 | 0.5 | Poland | 1 | 0.1 |
| India | 5 | 0.5 | Republic of Korea | 1 | 0.1 |
| Ireland | 4 | 0.4 | Spain | 1 | 0.1 |
| Finland | 3 | 0.3 | Switzerland | 1 | 0.1 |
| Germany | 3 | 0.3 | United Arab Emirates | 1 | 0.1 |
| Thailand | 3 | 0.3 | United Republic of Tanzania | 1 | 0.1 |
|  |  |  | Missing | 286 | 28.5 |
|  |  |  | **Total** | **1005** | **100.0** |

### Journal Ranking

The six A\* journals included *Journal of Marketing* with the highest number of unaided recalls, 714 (9.9%), followed by *Journal of Marketing Research* with 659 (9.2%) unaided recalls, *Journal of Consumer Research* with 598 (8.3%), *Marketing Science* with 470 (6.5%), *Journal of Academy of Marketing Science* with 389 (5.4%), and the *Journal of Retailing* with 282 (3.9%).

Overall, the academics who responded indicated that they had published 1,444 articles in 501 journals. Of these articles, 688 (47.6%) were published in the top ten journals with 93 (6.4%) papers published in the *Journal of Marketing*, 82 (5.7%) papers in the *Journal of Marketing Research*, 86 (6.0%) papers in the *Journal of Consumer Research*, 45 (3.1%) papers in *Marketing Science*, 74 (5.1%) papers in the *Journal of Academy of Marketing Science* and 37 (2.6%) papers in the *Journal of Retailing*. A total of 417 papers were published in the six top-ranked journals, see Table 3.

Table 3: A\* Publications by region

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **A\* Journals** | **Overall** | **NA** | **UK** | **ANZ** | **Asia** | **Europe** | **ROW** |
| Journal of Marketing | 93 | 49 | 2 | 2 | 3 | 11 | 1 |
| Journal of Marketing Research | 82 | 40 | 1 | 2 | 3 | 8 | 0 |
| Journal of Consumer Research | 86 | 55 | 0 | 2 | 3 | 4 | 1 |
| Marketing Science | 45 | 21 | 1 | 4 | 2 | 6 | 0 |
| Journal of Academy of Marketing Science | 74 | 44 | 1 | 6 | 7 | 4 | 0 |
| Journal of Retailing | 37 | 20 | 1 | 2 | 2 | 4 | 0 |
| Total | 417 | 229 | 6 | 18 | 20 | 37 | 2 |

Note: See Appendix A for the list of countries included in each region. ROW = Rest of the World.

Regionally, US academics reported the highest number of publications in the *Journal of Marketing* (43, Canada with 6), and the highest number of A\* publications overall with 202, (Canada had 27 A\* publications).

Table 4 shows that although the top ten rankings are similar, there are some significant regional differences. Outside North America international and European related journals are ranked higher, especially by the UK respondents. The Journal of Service Research is ranked highest by Australia and New Zealand, which may represent an academic focus on service in the area, while the UK respondents rank European Journal of Marketing, Journal of Marketing Management, and Industrial Marketing Management altogether higher than most other regions. Acta Commercii is a an obvious outlier, it is a South African management journal ranked within the top ten by those respondents designated in the rest of the world, due to the small number of respondents (15) overall.

Table 4: Top ten journals as ranked by regions

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Journal Rank by Region** | | | | | |
| **Journal** | **NA** | **ANZ** | **UK** | **Eur** | **Asia** | **ROW** |
| Journal of Marketing | **1** | **1** | **1** | **1** | **1** | **1** |
| Journal of Marketing Research | **2** | **2** | **2** | **2** | **1** | **2** |
| Journal of Consumer Research | **3** | **2** | **3** | **3** | **3** | **3** |
| Marketing Science | **4** | **7** | **6** | **4** | **5** | **3** |
| Journal of Academy of Marketing Science | **5** | **4** | **4** | **6** | **4** | **5** |
| Journal of Retailing | **6** | **8** | **5** | **7** | **6** | **10** |
| Journal of Consumer Psychology | **7** | *29* | *14* | **9** | **8** | *14* |
| Journal of Advertising | **8** | *11* | *26* | *20* | *22* | *14* |
| Management Science | **8** | *31* | *37* | **9** | *14* | *14* |
| Journal of Business Research | **10** | **6** | **10** | 19 | **10** | **8** |
| Academy of Management Journal | *11* | *23* | *12* | **8** | **10** | *14* |
| Journal of International Business Studies | *11* | *16* | **10** | *11* | **6** | *14* |
| International Journal of Research in Marketing | *15* | **9** | *12* | **5** | **8** | **6** |
| Journal of Service Research | *17* | **10** | *26* | *14* | *22* | *14* |
| Industrial Marketing Management | *26* | *13* | **9** | *26* | *17* | **8** |
| European Journal of Marketing | *31* | **5** | **7** | *18* | **10** | **6** |
| Journal of Marketing Management | *52* | *11* | **8** | *34* | - | *14* |
| Acta Commercii | *-* | - | - | - | - | **10** |

Note: the relative position of journals outside of other region’s top ten are shown in small italicised font.

To explore whether the large number of US respondents biased the journal rankings, the data was analysed without the US data (n=400), see Appendix D for details of the top 100 journals. There were no significant differences in the top six rankings without the US data. However, it is evident that the non-US data shows a more international flavour, with *European Journal of Marketing* and *International Journal of Research in Marketing* moving to 7th and 8th place and an overall increase in the number of international journals below the top 30, including more eclectic journals. The US and non-US data appear similar through the top 29 rankings; however the US data includes more classically (quantitative and US) focused journals.

### Ranking criteria

In addition to the journal ranking exercise, each respondent was also asked to indicate the relative importance (weighting) of seven factors in ranking journals, see Table 5. In order to ensure relative weighting was considered, each respondent provided a weighting for each of the seven factors which had to total to 100%.

**Table 5: Journal ranking criteria as perceived by respondents**

|  |  |  |
| --- | --- | --- |
| Criteria | Weight | Rank |
| Impact factor | 24.64 | 1 |
| Perceptive studies | 18.84 | 2 |
| Contribution to knowledge | 18.48 | 3 |
| Contribution to career | 10.87 | 4 |
| Rejection rate | 9.59 | 5 |
| Useful for research students | 8.90 | 6 |
| Esteem factors | 8.68 | 7 |

The results showed that overall impact factor provided the greatest impact on ranking, with a weighting of 24.6, but was not the only criteria considered important. The use of perceptive studies to rank the journals and contribution to knowledge were also major contributors to journal ranking.

### MAG Score

MAG Scholar is the abbreviation for the Marketing in Asia Group ([www.magscholar.com](http://www.magscholar.com)) which initiated and supports the ongoing study. The study designed a formula to capture the relative standing of these journals. Since each journal has its own features and merits, the first unaided recalled journal was allocated more weight than the second, third, fourth, and so on, until the tenth position. The sum of each journal’s value was labelled the MAG score, and this score was used to rank the journal relative to the others, see Appendix B for example.

**MAG score = ∑***j*((**R***ij* **/∑T***j*))**/**Rank*j*)

Note: R*ij*is the number of unaided recalls for the *i*th journal (*i* = 1 - 632) with *jth* rank (*j* = 1, 2, 3, …, 10), and T is the total number of unaided recalls for all journals with rank *j*. Rank*j* represents the rank of the journal.

In addition, a MAG index was computed where a value of “100” was attributed to the number 1 journal. The indices for the remaining journals were calculated based on their respective MAG scores relative to the number 1 journal. Table 6 contains the top 50 MAG journals based on the number of journal recalls; the MAG scores combined with the MAG index was used to guide the rank separations. For comparative purposes, the table also shows the 2009 MAG journal ranking. The complete list of journal rankings can be found at [www.magscholar.com](http://www.magscholar.com) .

Table 6: Top 50 Marketing journals and MAG scores

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Rank** | |  | **2011** | | | | |
| **2011** | **2009** | **Journal** | **Total Recalls** | **MAG Score** | **MAG Index** | ∆ | **Cat** |
| 1 | 1 | Journal of Marketing | 714 | 0.536 | 100.00 | 206.43 | A\* |
| 2 | 2 | Journal of Marketing Research | 659 | 0.330 | 61.50 | 57.72 | A\* |
| 3 | 3 | Journal of Consumer Research | 598 | 0.272 | 50.74 | 111.51 | A\* |
| 4 | 4 | Marketing Science | 470 | 0.161 | 29.94 | 51.40 | A\* |
| 5 | 5 | Journal of Academy of Marketing Science | 389 | 0.109 | 20.35 | 29.35 | A\* |
| 6 | 6 | Journal of Retailing | 282 | 0.080 | 14.88 | 12.91 | A\* |
| 7 | 14 | Academy of Management Journal | 139 | 0.067 | 12.47 | 8.00 | A |
| 8 | 7 | Journal of International Business Studies | 137 | 0.059 | 10.98 | 1.61 | A |
| 9 | 16 | Journal of Consumer Psychology | 184 | 0.057 | 10.68 | 6.35 | A |
| 10 | 9 | Journal of Business Research | 166 | 0.051 | 9.50 | 1.32 | A |
| 11 | 11 | Management Science | 148 | 0.050 | 9.25 | 4.93 | A |
| 12 | 23 | Strategic Management Journal | 119 | 0.049 | 9.11 | 4.20 | A |
| 13 | 8 | European Journal of Marketing | 130 | 0.045 | 8.33 | 1.15 | A |
| 14 | 15 | Academy of Management Review | 99 | 0.044 | 8.12 | 3.43 | A |
| 15 | 10 | International Journal of Research in Marketing | 148 | 0.040 | 7.48 | 0.22 | A |
| 16 | 13 | Journal of Advertising | 118 | 0.037 | 6.83 | 9.79 | A |
| 17 | 12 | Annals of Tourism Research | 49 | 0.027 | 5.01 | 0.49 | A |
| 18 | 26 | Administrative Science Quarterly | 67 | 0.026 | 4.92 | 1.34 | A |
| 19 | 27 | Journal of Service Research | 79 | 0.025 | 4.67 | 1.74 | A |
| 20 | 25 | Industrial Marketing Management | 71 | 0.023 | 4.34 | 0.84 | A |
| 21 | 21 | Journal of Advertising Research | 66 | 0.022 | 4.18 | 1.09 | A |
| 22 | 18 | Tourism Management | 41 | 0.021 | 3.98 | 1.76 | A |
| 23 | 33 | Journal of Public Policy and Marketing | 63 | 0.020 | 3.65 | 0.49 | A |
| 24 | 28 | Journal of Marketing Management | 58 | 0.019 | 3.56 | 2.29 | A |
| 25 | 20 | Marketing Letters | 56 | 0.017 | 3.13 | 0.57 | B |
| 26 | 30 | Journal of International Marketing | 56 | 0.016 | 3.03 | 0.16 | B |
| 27 | 24 | Harvard Business Review | 47 | 0.016 | 3.00 | 0.11 | B |
| 28 | 41 | Psychology & Marketing | 48 | 0.016 | 2.98 | 0.57 | B |
| 29 | 29 | Journal of Travel Research | 31 | 0.015 | 2.87 | 0.70 | B |
| 30 | 36 | Journal of Product Innovation Management | 40 | 0.015 | 2.74 | 0.13 | B |
| 31 | 40 | Journal of Business Ethics | 39 | 0.015 | 2.72 | 0.58 | B |
| 32 | 46 | Organization Science | 46 | 0.014 | 2.61 | 0.53 | B |
| 33 | 109 | Entrepreneurship, Theory and Practice | 30 | 0.014 | 2.51 | 0.59 | B |
| 34 | 45 | Journal of Personality and Social Psychology | 40 | 0.013 | 2.40 | 0.00 | B |
| 35 | 95 | Journal of Business Venturing | 29 | 0.013 | 2.40 | 0.90 | B |
| 36 | 128 | Journal of Operations Management | 21 | 0.012 | 2.23 | 0.46 | B |
| 37 | 61 | Journal of Business Logistics | 17 | 0.012 | 2.14 | 0.92 | B |
| 38 | 84 | Journal of Applied Psychology | 29 | 0.011 | 1.97 | 0.57 | B |
| 39 | 60 | Journal of Consumer Behavior | 34 | 0.010 | 1.87 | 0.02 | B |
| 40 | 62 | Journal of Personal Selling and Sales Management | 30 | 0.010 | 1.86 | 0.07 | B |
| 41 | 101 | Journal of Macromarketing | 28 | 0.010 | 1.85 | 0.32 | B |
| 42 | 87 | Journal of Management | 35 | 0.010 | 1.79 | 0.10 | B |
| 43 | 88 | Journal of Management Studies | 30 | 0.010 | 1.77 | 0.32 | B |
| 44 | 113 | Organization Studies | 22 | 0.009 | 1.71 | 0.18 | B |
| 45 | 77 | American Economic Review | 15 | 0.009 | 1.61 | 0.30 | B |
| 46 | 79 | Journal of World Business | 24 | 0.008 | 1.56 | 0.46 | B |
| 47 | 22 | Journal of Services Marketing | 26 | 0.008 | 1.47 | 0.05 | B |
| 48 | 90 | Journal of Sustainable Tourism | 21 | 0.008 | 1.46 | 0.38 | B |
| 49 | 89 | Quantitative Marketing and Economics | 29 | 0.008 | 1.39 | 0.12 | B |
| 50 | NR | Research Policy | 19 | 0.007 | 1.37 | 0.60 | B |

Note: ∆ = difference between JM MAG score multiplied by 1000. NR = not ranked

### Validation

To further validate the MAG score, correlation analysis of the top 100 MAG score journals was undertaken against the SSCI and Scopus indices ([Fam et al., 2011](#_ENREF_2); [Steward and Lewis, 2010](#_ENREF_13)), see Appendix C. In total 89 of the top 100 MAG Scholar journals are included in the SCOPUS index, while 66 are included in the SSCI database. As shown in Table 7, the correlation between the MAG scholar ranked journals and the Scopus, *r*(87) = .40, *p* < .01, and SSCI, *r*(64) = .34, *p* < .05, rankings are positive and significant. This indicates that the MAG Scholar list is broadly similar to both the Scopus and SSCI indices.

Table 7: Correlation Matrix: MAG, Scopus and SSCI ranking

|  |  |  |  |
| --- | --- | --- | --- |
|  | **MAG** | **Scopus** | **SSCI** |
| **MAG** | 1 |  |  |
| **Scopus** | .40\*\* | 1 |  |
| **SSCI** | .34\* | .81\*\* | 1 |

\*\*. Correlation is significant at the 0.01 level (2-tailed).

\*. Correlation is significant at the 0.05 level (2-tailed).

## Conclusion

In an educational environment that considers performance on the basis of objective measures, publishing in highly ranked journals are an important indicator of perceived quality. The key questions are not; are the rankings valid or without bias?, but “are there other valid measures of journals rankings?” and “do the rankings indicate quality?” ([Lee, 2011](#_ENREF_7)). This study used the *vox populi* approach in order to introduce an element of ‘crowd sourcing’ from which to enhance and augment the spectrum of academically ranked journals in the marketing domain ([Mannes, 2009](#_ENREF_8)). As Steward and Lewis (2010) suggest, Marketing journals are ultimately appraised by members of the Marketing research community, and investigating a variety of validated ranking measures will only “…strengthen the scientific integrity of the Marketing discipline …”

The top six journals, regardless of region, are: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, *Journal of Academy of Marketing Science*, and the *Journal of Retailing*. These results are similar to other studies identified in the literature ([Steward and Lewis, 2010](#_ENREF_13)). The contribution from this study is the use of a wide spectrum of academics across multiple countries to gather the ranking data; thus the ranking provides an international perspective by design. In addition, the high correlation results with Scopus and SSCI provides evidence that the MAG rankings are reliable when compared against other ranking indices ([Steward and Lewis](#_ENREF_13)).

The results also demonstrate that the six top ranked journals remain the most highly ranked even when the US data is removed. This implies a uniform recognition of quality and a consistency of quality perception internationally. More interestingly is the divergence of journal rankings, below the top six. The data set without US data indicates an emphasis on international marketing journals, while the data set including US data rank general management journals higher.

Although there are strong correlations between the MAG method, Scopus and SSCI, there are large differences in philosophy and in statistical variance. Both Scopus and SSCI are actuarial counting of citation rates, and are based on the logical inference that the more often a journal’s articles are cited, the more prestigious that journal is. In contrast, the *vox populi* method used here may have captured the broader range of the uses to which published articles are used – such as teaching, consultancy and contributions to public issues. A case could be made that a focus on research citations too narrowly represents the usefulness of research. A sole focus on high citation rates risks becoming a self-fulfilling prophecy, where publication in top journals is pursued as an outcome in itself rather than as a marker for practical usefulness or genuine contribution to knowledge. As universities are often subject to publish or perish cultures, and are also sometimes accused of failing to do research that is relevant, a broader means of valuing journals might help nudge university life in positive directions.

The current study showed that impact factors are critical, but account for less than 25% of a journal’s perceived ranking. The other six factors vary widely in the extent to which they are valued, and probably still only account for some of the factors (such as its topics) that make a journal useful or not. The diversity of ways that a journal can be useful, and the diversity of academics, suggest that a MAG scholar approach fits Surowiecki’s ([2004](#_ENREF_14)) four important elements for outlining a wise crowd: (1) diversity of opinion, (2) independence, (identified though the range of tertiary institutions and anonymous design) (3) decentralization, and (4) aggregation.

The publication results support the findings of Saunders and Wong ([2011](#_ENREF_9)), that UK academics (and to a lesser extent UK influenced academics such as found in Australia and New Zealand) are falling behind in A\* journal publications compared to the USA, Asia and Europe. As a percentage of respondents UK academics have a 6.4% publication rate in A\* journals, while Australia and New Zealand have a15.5% publication rate, Asia has a 40.0% rate and Europe has a 45.1% publication rate. Given that the top six journals remain relatively stable across regions and over time this should be a concern to UK, Australian and New Zealand researchers and institutions.

Future research should investigate regional differences more fully, including examining the influence of career duration, age and family-life balance. The determination of journal quality, outside of citation and impact continues to come under scrutiny (Lee, 2011), it is therefore important that additional research explore quality criteria from both a wider academic perspective, and a business impact perspective.

### Limitations

The sample consisted of 1,005 self-selected respondents, which may not be representative of all academics, however the sample has increased significantly from the 2009 study, where 538 academics responded. Surveys in which respondents are self-selected will contain an element of bias, especially when the data collected have potential personal and career impact; the results from this survey are no different. However, utilising the *vox populi* approach and continuing to conduct the survey every three years should build a substantial longitudinal data set.

One concern commonly voiced is that importance of emerging journals and attempting to rank them ([Fam et al., 2011](#_ENREF_2)). A second concern is finding an acceptable method to capture the dynamic nature of journal rankings, as marketing priorities and activities move forward ([Steward and Lewis, 2010](#_ENREF_13)).

**Appendix A: List of countries included in each region**

**North America** (NA, 362) includes USA (319) and Canada (43).

**UK** (94).

**ANZ** (116) includes Australia (79) and New Zealand (37).

**Asia** (50) includes Bangladesh (1), China (9), Hong Kong (15), India (5), Indonesia (1), Japan (2), Malaysia (9), Republic of Korea (1), Singapore (2), Thailand (3), and Vietnam (2).

**Europe** (82) includes Austria (9), Belgium (1), Denmark (5), Finland (3), France (14), Germany (3), Greece (2), Hungary (1), Ireland (4), Netherlands (14), Norway (9), Poland (1), Portugal (2), Spain (1), Sweden (10), Switzerland (1), and Turkey (2).

**Rest of the world** (ROW, 15) includes Brazil (1), Egypt (1), Israel (2), Saudi Arabia (2), South Africa (7), United Republic of Tanzania (1), and the United Arab Emirates (1).

**Appendix B: Example of the MAG score calculation**

**Journal MAG score = ∑***j*((**R***ij* **/∑T***j*))**/**Rank*j*)

Note: =R*ij*is the number of unaided recalls for the *i*th journal (*i* = 1 - 632) with *jth* rank (*j* = 1, 2, 3, …, 10), and T is the total number of unaided recalls for all journals with rank *j*. Rank*j* represents the rank of the journal.

Example: MAG score for Journal of Marketing

(426/993/1) + (114/989/2) + (75/983/3) + … (1/236/10) = 0.536

**Appendix C: MAG scholar journal ranking compared to Scopus and SSCI rankings**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **MAG**  **Rk Cat** | | **Journal** | **Scopus IF** | **Scopus Rank** | **SSCI IF** | **SSCI Rank** | **MAG Score** |
| 1 | A\* | Journal of Marketing | 4.71 | 13 | 3.78 | 12 | 0.536 |
| 2 | A\* | Journal of Marketing Research | 3.60 | 15 | 3.1 | 17 | 0.330 |
| 3 | A\* | Journal of Consumer Research | 2.68 | 7 | 3.02 | 18 | 0.272 |
| 4 | A\* | Marketing Science | 2.03 | 61 | 2.19 | 35 | 0.161 |
| 5 | A\* | Journal of Academy of Marketing Science | 2.48 | 74 | 1.58 | 61 | 0.109 |
| 6 | A\* | Journal of Retailing | 5.06 | 45 | 4.57 | 4 | 0.080 |
| 7 | A | Academy of Management Journal | 6.02 | 11 | 6.48 | 2 | 0.067 |
| 8 | A | Journal of International Business Studies | 3.91 | 48 | 3.77 | 13 | 0.059 |
| 9 | A | Journal of Consumer Psychology | 4.06 | Z | 5.35 | 3 | 0.057 |
| 10 | A | Journal of Business Research | 1.51 | 128 | 1.29 | 74 | 0.051 |
| 11 | A | Management Science | 2.52 | 20 | 2.23 | 33 | 0.050 |
| 12 | A | Strategic Management Journal | 4.20 | 30 | 4.46 | 6 | 0.049 |
| 13 | A | European Journal of Marketing | 1.29 | 180 | 0.76 | 115 | 0.045 |
| 14 | A | Academy of Management Review | 7.90 | 4 | 7.87 | 1 | 0.044 |
| 15 | A | International Journal of Research in Marketing | 2.21 | 56 | 1.87 | 48 | 0.040 |
| 16 | A | Journal of Advertising | 1.36 | 121 | 1.17 | 83 | 0.037 |
| 17 | A | Annals of Tourism Research | 1.40 | 134 | 1.17 | Z | 0.027 |
| 18 | A | Journal of Service Research | 2.92 | 57 | 1.67 | 53 | 0.026 |
| 19 | A | Administrative Science Quarterly | 3.51 | 2 | 3.84 | 11 | 0.025 |
| 20 | A | Industrial Marketing Management | 1.88 | 136 | 1.33 | 73 | 0.023 |
| 21 | A | Journal of Advertising Research | 0.70 | 221 | 0.8 | 111 | 0.022 |
| 22 | A | Tourism Management | 2.53 | 90 | 1.88 | 46 | 0.021 |
| 23 | A | Journal of Public Policy and Marketing | 1.85 | 47 | N/A | X | 0.020 |
| 24 | A | Journal of Marketing Management | N/A | X | N/A | X | 0.019 |
| 25 | B | Marketing Letters | 0.91 | 95 | 0.56 | 130 | 0.017 |
| 26 | B | Journal of International Marketing | 2.18 | 190 | 1.59 | 59 | 0.016 |
| 27 | B | Harvard Business Review | 1.70 | 33 | 1.66 | 55 | 0.016 |
| 28 | B | Psychology & Marketing | N/A | X | 1.34 | 72 | 0.016 |
| 29 | B | Journal of Travel Research | 1.73 | Z | N/A | X | 0.015 |
| 30 | B | Journal of Product Innovation Management | 2.09 | 73 | 1.52 | 63 | 0.015 |
| 31 | B | Journal of Business Ethics | 1.18 | 245 | 1.09 | 89 | 0.015 |
| 32 | B | Organization Science | 3.32 | 46 | 3.13 | 15 | 0.014 |
| 33 | B | Entrepreneurship, Theory and Practice | N/A | X | N/A | X | 0.014 |
| 34 | B | Journal of Personality and Social Psychology | 4.82 | Z | 4.73 | Z | 0.013 |
| 35 | B | Journal of Business Venturing | 2.92 | 52 | 2.26 | 31 | 0.013 |
| 36 | B | Journal of Operations Management | 4.60 | 24 | 3.24 | 14 | 0.012 |
| 37 | B | Journal of Business Logistics | N/A | X | N/A | X | 0.012 |
| 38 | B | Journal of Applied Psychology | 4.33 | Z | 3.84 | Z | 0.011 |
| 39 | B | Journal of Consumer Behavior | N/A | X | N/A | X | 0.010 |
| 40 | B | Journal of Personal Selling and Sales Management | 1.54 | 182 | N/A | X | 0.010 |
| 41 | B | Journal of Macromarketing | 1.20 | 214 | N/A | X | 0.010 |
| 42 | B | Journal of Management | 4.87 | 22 | 4.43 | 7 | 0.010 |
| 43 | B | Journal of Management Studies | 3.13 | 39 | 2.81 | 19 | 0.010 |
| 44 | B | Organization Studies | 2.47 | 70 | 2.12 | 38 | 0.009 |
| 45 | B | American Economic Review | 2.65 | Z | 2.53 | Z | 0.009 |
| 46 | B | Journal of World Business | 2.79 | 137 | 2.63 | 20 | 0.008 |
| 47 | B | Journal of Services Marketing | 1.02 | 218 | N/A | X | 0.008 |
| 48 | B | Journal of Sustainable Tourism | 1.08 | 162 | N/A | X | 0.008 |
| 49 | B | Quantitative Marketing and Economics | 1.19 | 119 | N/A | X | 0.008 |
| 50 | B | Research Policy | N/A | X | 2.26 | 30 | 0.007 |
| 51 | B | Management International Review | 1.83 | 224 | N/A | X | 0.007 |
| 52 | B | Psychological Science | 4.87 | Z | 5.09 | Z | 0.006 |
| 53 | B | Consumption, Markets & Culture | N/A | X | N/A | X | 0.006 |
| 54 | B | MIS Quarterly | 5.65 | 12 | 4.49 | 5 | 0.006 |
| 55 | B | Organizational Behavior and Human Decision Processes | 2.22 | 6 | 2.55 | 23 | 0.006 |
| 56 | B | Journal of Interactive Marketing | 3.91 | 69 | 2.6 | 21 | 0.006 |
| 57 | B | International Marketing Review | 1.46 | 194 | 1.16 | 84 | 0.006 |
| 58 | B | Journal of Finance | 4.07 | 5 | 3.76 | Z | 0.006 |
| 59 | B | International Journal of Market Research | 1.27 | 166 | 0.99 | 96 | 0.006 |
| 60 | B | Marketing Theory | 0.00 | 672 | N/A | X | 0.006 |
| 61 | B | British Journal of Management | 1.53 | 110 | 1.45 | 66 | 0.005 |
| 62 | B | Journal of Supply Chain Management | 2.35 | 113 | N/A | X | 0.005 |
| 63 | B | Environment and Planning | 2.04 | Z | N/A | X | 0.005 |
| 64 | B | International Business Review | 1.48 | 230 | 1.06 | 92 | 0.005 |
| 65 | B | Journal of Marketing Theory and Practice | 1.31 | 248 | N/A | X | 0.004 |
| 66 | B | Transportation Research | 2.28 | 79 | N/A | X | 0.004 |
| 67 | B | Journal of Business and Industrial Marketing | 1.03 | 309 | N/A | X | 0.004 |
| 68 | B | Decision Sciences | 2.81 | 54 | 2.38 | 26 | 0.004 |
| 69 | B | Journal of Travel and Tourism Marketing | 0.64 | 393 | N/A | X | 0.004 |
| 70 | B | Sloan Management Review | 1.24 | 122 | N/A | X | 0.004 |
| 71 | B | Journal of Consumer Affairs | 2.06 | 72 | 2.18 | 36 | 0.004 |
| 72 | B | International Journal of Physical Distribution & Logistics Management | N/A | X | N/A | X | 0.004 |
| 73 | B | Organization | 1.47 | 160 | 1.35 | 70 | 0.003 |
| 74 | B | Tourism Analysis | N/A | X | N/A | X | 0.003 |
| 75 | B | Journal of International Management | 2.08 | 172 | 1.85 | 49 | 0.003 |
| 76 | B | Journal of Small Business Management | 1.38 | 215 | 1.09 | 89 | 0.003 |
| 77 | B | Human Resource Management Journal | 1.35 | 124 | N/A | X | 0.003 |
| 78 | B | Operations Research | 1.70 | Z | 1.58 | 62 | 0.003 |
| 79 | B | Information Systems Research | 2.21 | Z | 1.79 | 50 | 0.003 |
| 80 | B | Journal of Marketing Education | 0.72 | 238 | N/A | X | 0.003 |
| 81 | B | Public Opinion Quarterly | 1.48 | Z | N/A | X | 0.003 |
| 82 | B | California Management Review | 2.60 | 71 | 1.98 | 44 | 0.003 |
| 83 | B | Journal of Political Economy | 4.00 | Z | 3.84 | Z | 0.003 |
| 84 | B | International Review of Retail Distribution and Consumer Research | N/A | X | N/A | X | 0.003 |
| 85 | B | Industrial and Corporate Change | 1.92 | Z | 1.51 | 64 | 0.003 |
| 86 | B | Journal of Experimental Social Psychology | 2.24 | Z | 2.24 | Z | 0.003 |
| 87 | B | Quarterly Journal of Economics | 5.78 | Z | 5.65 | Z | 0.003 |
| 88 | B | Current Issues in Tourism | 0.70 | 340 | N/A | X | 0.003 |
| 89 | B | Business History Review | 0.36 | 516 | 0.35 | 144 | 0.003 |
| 90 | B | Science | 24.19 | Z | N/A | X | 0.002 |
| 91 | B | International Journal of Advertising | 1.40 | 159 | 1.09 | 88 | 0.002 |
| 92 | B | Journal of Consumer Culture | 1.46 | Z | N/A | X | 0.002 |
| 93 | B | IEEE Transactions on Engineering Management | 1.90 | 91 | 1.25 | 75 | 0.002 |
| 94 | B | American Journal of Sociology | 3.49 | Z | 3.48 | Z | 0.002 |
| 95 | B | Small Business Economics | 1.44 | Z | 1.38 | 69 | 0.002 |
| 96 | B | Journal of Experimental Psychology | 4.67 | Z | N/A | X | 0.002 |
| 97 | B | Accounting, Organizations and Society | 2.58 | 105 | N/A | X | 0.002 |
| 98 | B | Journal of Financial Economics | 4.43 | 10 | 4.02 | Z | 0.002 |
| 99 | B | European Journal of Operational Research | 2.51 | Z | N/A | X | 0.002 |
| 100 | B | Human Relations | 1.84 | 84 | 1.64 | 56 | 0.002 |

**Notes:** SSCI: Business, Management; Scopus: Business, Management and Accounting.

Z: Not in Business, Management or Business, Management and Accounting category

X: Not in SSCI or Scopus database

**Appendix D: MAG scholar journal ranking comparing with and without US data**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Journal with US data** | **Total** |  | **Journal without US data** | **Total** |
| 1 | Journal of Marketing | 714 |  | Journal of Marketing | 265 |
| 2 | Journal of Marketing Research | 659 |  | Journal of Marketing Research | 232 |
| 3 | Journal of Consumer Research | 598 |  | Journal of Consumer Research | 208 |
| 4 | Marketing Science | 470 |  | Marketing Science | 160 |
| 5 | Journal of Academy of Marketing Science | 389 |  | Journal of Academy of Marketing Science | 155 |
| 6 | Journal of Retailing | 282 |  | Journal of Retailing | 115 |
| 7 | Journal of Consumer Psychology | 184 |  | European Journal of Marketing | 91 |
| 8 | Journal of Business Research | 166 |  | International Journal of Research in Marketing | 91 |
| 9 | Management Science | 148 |  | Journal of Business Research | 79 |
| 10 | International Journal of Research in Marketing | 148 |  | Journal of International Business Studies | 64 |
| 11 | Academy of Management Journal | 139 |  | Academy of Management Journal | 62 |
| 12 | Journal of International Business Studies | 137 |  | Journal of Consumer Psychology | 52 |
| 13 | European Journal of Marketing | 130 |  | Industrial Marketing Management | 45 |
| 14 | Strategic Management Journal | 119 |  | Academy of Management Review | 43 |
| 15 | Journal of Advertising | 118 |  | Journal of Marketing Management | 42 |
| 16 | Academy of Management Review | 99 |  | Journal of Service Research | 41 |
| 17 | Journal of Service Research | 79 |  | Management Science | 37 |
| 18 | Industrial Marketing Management | 71 |  | Journal of Advertising | 36 |
| 19 | Administrative Science Quarterly | 67 |  | Annals of Tourism Research | 35 |
| 20 | Journal of Advertising Research | 66 |  | Strategic Management Journal | 33 |
| 21 | Journal of Public Policy and Marketing | 63 |  | Administrative Science Quarterly | 32 |
| 22 | Journal of Marketing Management | 58 |  | Journal of International Marketing | 27 |
| 23 | Journal of International Marketing | 56 |  | Tourism Management | 26 |
| 24 | Marketing Letters | 56 |  | Organization Science | 25 |
| 25 | Annals of Tourism Research | 49 |  | Marketing Letters | 24 |
| 26 | Psychology & Marketing | 48 |  | Journal of Product Innovation Management | 23 |
| 27 | Harvard Business Review | 47 |  | Psychology & Marketing | 22 |
| 28 | Organization Science | 46 |  | Journal of Advertising Research | 21 |
| 29 | Tourism Management | 41 |  | Journal of Business Ethics | 18 |
| 30 | Journal of Product Innovation Management | 40 |  | Journal of Management Studies | 17 |
| 31 | Journal of Personality and Social Psychology | 40 |  | Journal of Travel Research | 17 |
| 32 | Journal of Business Ethics | 39 |  | Journal of Consumer Behavior | 15 |
| 33 | Journal of Management | 35 |  | Journal of Sustainable Tourism | 15 |
| 34 | Journal of Consumer Behavior | 34 |  | Organization Studies | 15 |
| 35 | Journal of Travel Research | 31 |  | Harvard Business Review | 14 |
| 36 | Entrepreneurship, Theory and Practice | 30 |  | International Marketing Review | 13 |
| 37 | Journal of Personal Selling and Sales Management | 30 |  | Journal of Business Venturing | 13 |
| 38 | Journal of Management Studies | 30 |  | Journal of Management | 13 |
| 39 | Journal of Business Venturing | 29 |  | Journal of World Business | 13 |
| 40 | Journal of Applied Psychology | 29 |  | Entrepreneurship, Theory and Practice | 12 |
| 41 | Quantitative Marketing and Economics | 29 |  | Journal of Public Policy and Marketing | 12 |
| 42 | Journal of Macromarketing | 28 |  | British Journal of Management | 11 |
| 43 | Journal of Services Marketing | 26 |  | Environment and Planning | 11 |
| 44 | Journal of World Business | 24 |  | Journal of Macromarketing | 11 |
| 45 | Organization Studies | 22 |  | Marketing Theory | 11 |
| 46 | Organizational Behavior and Human Decision Processes | 22 |  | Consumption, Markets & Culture | 10 |
| 47 | Journal of Operations Management | 21 |  | Journal of Applied Psychology | 10 |
| 48 | Journal of Sustainable Tourism | 21 |  | International Business Review | 9 |
| 49 | Psychological Science | 21 |  | Journal of Interactive Marketing | 9 |
| 50 | International Marketing Review | 21 |  | International Journal of Market Research | 8 |
| 51 | Research Policy | 19 |  | Journal of Consumer Marketing | 8 |
| 52 | Management International Review | 19 |  | Advances in Consumer Research | 5 |
| 53 | Journal of Interactive Marketing | 19 |  | Current Issues in Tourism | 5 |
| 54 | Journal of Business Logistics | 17 |  | Industrial and Corporate Change | 5 |
| 55 | Marketing Theory | 17 |  | Journal of Advertising and Marketing Communications | 5 |
| 56 | British Journal of Management | 17 |  | Journal of Business and Industrial Marketing | 5 |
| 57 | Consumption, Markets & Culture | 16 |  | American Economic Review | 4 |
| 58 | International Business Review | 16 |  | ASQ | 4 |
| 59 | American Economic Review | 15 |  | California Management Review | 4 |
| 60 | International Journal of Market Research | 15 |  | Human Relations | 4 |
| 61 | Environment and Planning | 15 |  | International Journal of Hospitality Management | 4 |
| 62 | Sloan Management Review | 15 |  | Accounting, Organizations and Society | 3 |
| 63 | MIS Quarterly | 13 |  | Australian Journal of Management | 3 |
| 64 | Decision Sciences | 13 |  | Economic Journal | 3 |
| 65 | Journal of Supply Chain Management | 12 |  | European Journal of Operational Research | 3 |
| 66 | Journal of Marketing Theory and Practice | 12 |  | Information Systems Research | 3 |
| 67 | Journal of Business and Industrial Marketing | 12 |  | International Journal of Advertising | 3 |
| 68 | Journal of Travel and Tourism Marketing | 12 |  | International Journal of Human Resource Management | 3 |
| 69 | Tourism Analysis | 12 |  | International Journal of Tourism Research | 3 |
| 70 | Journal of International Management | 12 |  | International Review of Retail Distribution and Consumer Research | 3 |
| 71 | Journal of Small Business Management | 10 |  | International Small Business Journal | 3 |
| 72 | Journal of Marketing Education | 10 |  | Journal of Consumer Culture | 3 |
| 73 | California Management Review | 9 |  | Academy of Marketing Science Quarterly | 2 |
| 74 | Journal of Political Economy | 9 |  | Acta Commercii | 2 |
| 75 | Industrial and Corporate Change | 9 |  | Asia Pacific Journal of Marketing | 2 |
| 76 | Journal of Experimental Social Psychology | 9 |  | Asia Pacific Journal of Marketing and Logistics | 2 |
| 77 | Journal of Finance | 8 |  | Asia Pacific Journal of Tourism Research | 2 |
| 78 | International Journal of Physical Distribution & Logistics Management | 8 |  | Asian Journal of Business Research | 2 |
| 79 | Operations Research | 8 |  | Asian Survey | 2 |
| 80 | Current Issues in Tourism | 8 |  | Business Ethics Quarterly | 2 |
| 81 | Quarterly Journal of Economics | 8 |  | Business Horizons | 2 |
| 82 | Journal of Consumer Culture | 8 |  | Decision Sciences | 2 |
| 83 | Small Business Economics | 8 |  | Department of Management Studies | 2 |
| 84 | Science | 8 |  | Entrepreneurship and Regional Development | 2 |
| 85 | International Journal of Hospitality Management | 8 |  | Environmental Politics | 2 |
| 86 | Journal of Experimental Psychology | 8 |  | European Economic Review | 2 |
| 87 | Human Relations | 8 |  | European Management Journal | 2 |
| 88 | Journal of Organizational Behavior | 8 |  | Human Resource Management Journal | 2 |
| 89 | Journal of Consumer Affairs | 7 |  | International Journal of Bank Marketing | 2 |
| 90 | Human Resource Management Journal | 7 |  | International Journal of Contemporary Hospitality Management | 2 |
| 91 | Information Systems Research | 7 |  | International Journal of Cross Cultural Management | 2 |
| 92 | International Journal of Advertising | 7 |  | International Journal of Retail & Distribution Management | 2 |
| 93 | International Journal of Logistics Management | 7 |  | Journal of Brand Management | 2 |
| 94 | Tourism Geographies | 7 |  | Journal of Business | 2 |
| 95 | Transportation Research | 6 |  | Journal of Business Accounting and Finance | 2 |
| 96 | Journal of Marketing Communications | 6 |  | Journal of Business Logistics | 2 |
| 97 | Accounting, Organizations and Society | 6 |  | Journal of Business to Business Marketing | 2 |
| 98 | Journal of Consumer Marketing | 6 |  | Journal of Common Market Studies | 2 |
| 99 | Journal of Strategic Marketing | 6 |  | Journal of Contemporary Management | 2 |
| 100 | International Journal of Human Resource Management | 6 |  | Journal of Economic Geography | 2 |

Note: The highlighted listings indicate journals either ranked outside the top 50, or not ranked within the 100 journal listed, (e.g., Journal of Personality and Social Psychology is ranked #31 with US data included, but is not ranked in the top 100 when US data is not included).

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